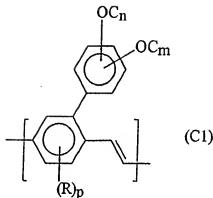


IN THE CLAIMS

Please amend the claims as follows:

Claims 1-12 (Cancelled)

13. (Currently amended) Aryl-substituted poly-p-arylenevinylene consisting of a repeating unit of the formula (C1),



in which $-OC_n$ and $-OC_m$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$;

~~wherein R^1 is a C_2-C_{10} alkylene group, in which one or more hydrogens are optionally substituted by F or a C_2-C_{10} aryl group and/or one or more non adjacent $-CH_2-$ units are optionally substituted by C_2-C_{10} arylene, O, S, CO, COO, OCO, SO, SO_2 , $N(R^2)$ or $N(R^2)CO$, and where R^2 is C_2-C_{10} alkyl; and~~

~~wherein R^1 is the same or different from R^2 and constitutes a straight chain branched or cyclic C_2-C_{10} alkyl group or an C_2-C_{10} alkylene group, in which one or more hydrogens are optionally substituted by F or a C_2-C_{10} aryl group and/or one or more non adjacent $-CH_2-$ units are optionally substituted by C_2-C_{10} arylene, O, S, CO, COO, OCO, SO, SO_2 , $N(R^2)$ or $N(R^2)CO$, and where R^2 is C_2-C_{10} alkyl.~~

wherein R^1 and R^2 are the same or different and constitute a

straight-chain branched or cyclic C₁-C₂₀ alkyl group or together a C₁-C₂₀ alkylene group, in which in C₁-C₂₀ alkyl or C₁-C₂₀ alkylene group one or more hydrogens are optionally substituted by F or a C₁-C₁₀ aryl group and/or one or more non-adjacent -CH₂- units are optionally substituted by C₁-C₁₀ arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO₂-, -N(R³) or -N(R³)CO-, and where R³ is C₁-C₂₀ alkyl, or in which R is a C₁-C₁₀ aryl group which may or may not be substituted.

said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 45 h when said electroluminescent device is driven at a constant current, at an initial brightness of 200 Cd/m², and at an ambient temperature of 80°C.

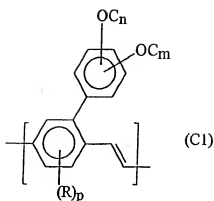
14. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein m = n.

15. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein -OC_n and/or -OC_n is 2-methylpropyloxy.

16. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 15 wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

17. (Currently amended) An organic electroluminescent device comprising:

an aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which $-OC_n$ and $-OC_m$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$, and wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic C_2-C_{20} alkyl ~~group groups~~ or together a C_1-C_{20} C_2-C_{20} alkylene group, in which C_1-C_{20} C_2-C_{20} alkyl or C_1-C_{20} C_2-C_{20} alkylene ~~group groups~~ one or more hydrogens are optionally substituted by F or a C_6-C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_6-C_{12} arylene, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^3)$ or $-N(R^3)CO-$, and where R^3 is C_1-C_{20} alkyl, or in which R is a C_6-C_{12} aryl group which may or may not be substituted;

said organic electroluminescent device being capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of 200 Cd/m^2 , and at an ambient temperature of 80 °C.

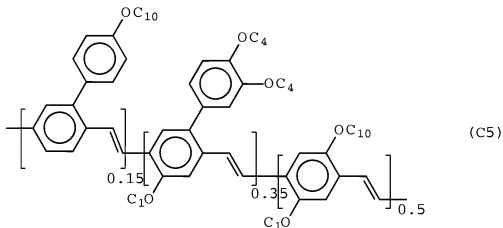
18. (Previously presented) An organic electroluminescent device according to claim 17, wherein $m=n$.

19. (Previously presented) An organic electroluminescent device

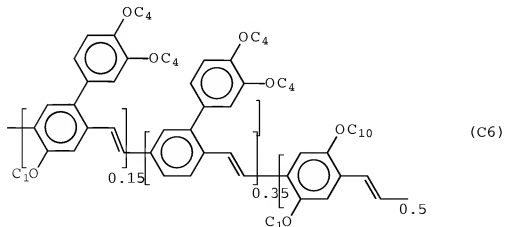
according to claim 17, wherein $-OC_n$ and/or $-OC_n$ is 2-methylpropyloxy.

20. (Previously presented) An organic electroluminescent device according to claim 19, wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

21. (Newly presented) An Aryl-substituted poly-p-arylenevinylene selected from the group consisting of polymers having the formulae:



and

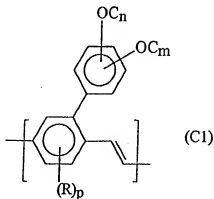


wherein OC_4 is a 2-methylpropyloxy group and OC_{10} is a 3,7-dimethyloctyloxy group, said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 800h when said electroluminescent device is driven at a constant current, at an initial brightness of 100 Cd/m^2 , and at an ambient temperature of 70°C .

22. An organic electroluminescent device comprising an aryl-substituted poly-p-arylenevinylene as claimed in claim 21 capable of providing a service life of at least 800h when driven at a constant current, at an initial brightness of 100 Cd/m^2 , and at an ambient temperature of 70°C .

23. (Newly presented) An organic electroluminescent device comprising:

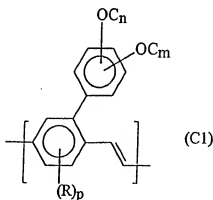
an aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which $-OC_n$ and $-OC_m$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^1)-$ or $-N(R^2)CO-$, and wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic C_1-C_{20} alkyl group or together a C_1-C_{20} alkylene group, in which in C_1-C_{20} E_n-E_{20} alkyl or C_1-C_{20} alkylene group one or more hydrogens are optionally substituted by F or a C_4-C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_4-C_{12} arylene, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^3)$ or $-N(R^3)CO-$, and where R^3 is C_1-C_{20} alkyl, or in which R is a C_4-C_{12} aryl group which may or may not be substituted;

said organic electroluminescent device being capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of 200 Cd/m^2 , and at an ambient temperature of 80°C ., said electroluminescent device also including a voltage source capable of providing a voltage sufficient to obtain said initial brightness of 200 Cd/m^2 .

24. Aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which $-OC_n$ and $-OC_m$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is -

XR¹ wherein the unit -X- represents a single bond, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO₂-, -N(R²)- or -N(R²)CO-;

wherein R¹ and R² are the same or different and constitute a straight-chain branched or cyclic C₁-C₂₀ alkyl group or together a C₁-C₂₀ alkylene group, in which in C₁-C₂₀ alkyl or C₁-C₂₀ alkylene group one or more hydrogens are optionally substituted by F or a C₄-C₁₂ aryl group and/or one or more non-adjacent -CH₂- units are optionally substituted by C₄-C₁₂ arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO₂-, -N(R³) or -N(R³)CO-, and where R³ is C₁-C₂₀ alkyl, or in which R is a C₄-C₁₂ aryl group which may or may not be substituted,

said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 45 h when said electroluminescent device is driven at a constant current, at an initial brightness of 200 Cd/m² and at an ambient temperature of 80°C.